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Automotive News

Detroit, October 13, 1980

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Bird in flight

Jim Dunne

New Pontiac Firebird due in '82

The '82 Pontiac Firebird will sport all-new sheet metal, including pop-up headlamps and a rear hatchback. Weight will be cut 600 pounds and length trimmed about 18 inches. The front-engine/rear-drive platform continues but with a 2.5-liter four-cylinder engine as standard. The body, which will be shared by the Chevrolet Camaro, will feature matching-color soft bumper system. The Camaro will not have pop-up headlamps.

Jim Plegue

Camaro-Firebird to get all-new body for '82

By Paul Lienert
Contributing Editor

Pontiac Firebird and its sister car, Chevrolet Camaro, will get their first overhaul in 12 years when the all-new '82 models bow next fall.

The '82 Firebird and Camaro get completely redesigned sheet metal and mechanicals, with overall length trimmed 18 inches and weight slashed about 600 pounds. Wheelbase will be cut from 108 inches to about 105 inches.

Many components will be shared with the front-drive X-cars, but the '82 Firebird and Camaro will continue the present front-engine/rear-drive configuration.

A 2.5-liter four-cylinder will replace today's V-6 as the base engine, but both cars in '82 will still offer optional V-6 and V-8 engines, along with four-speed and five-speed manual and three-speed automatic transmissions.

Firebird Trans-Am and Camaro Z-28 also may get turbo options, with Chevy scheduled to build a fuel-injected 5-liter V-8 specifically for the Z-28 in '82. The base 2.5-liter four may get throttle-body injection as well.

Suspension will be via MacPherson struts in front with a conventional solid axle and coil springs in the rear. Rack-and-pinion steering will be featured, along with steel-belted radial tires and, on Z-28 and Trans-Am, four-wheel disk brakes.

A new Firebird SE model will be slotted above Trans-Am in '82. The SE is a luxury-sport edition of Firebird, while Trans-Am remains the performance-oriented Firebird model.

Firebird and Camaro are to get soft, body-colored bumper systems in '82. Firebird will use single, pop-up headlamps, while Camaro will have fixed dual rectangular lamps.

Both cars, for the first time, will offer full hatchbacks. They will be available only as two-door models.

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New small cars are a hit; '81 prices shock buyers

By Joseph Bohn
Marketing Editor

Traffic poured into Ford and Chrysler showrooms for the opening days of introduction of 1981 models, though there were still some qualifiers to this early success, an AUTOMOTIVE NEWS survey revealed.

General Motors dealers apparently got off to a more moderate start.

Escort, Lynx and the Chrysler "Ks" are drawing crowds and selling out, although supplies are short. But prices on some familiar Ford nameplates were getting a chilly reception, dealers reported.

Chrysler's other '81s (except the new luxury Imperial) don't officially go on sale until Oct. 16, and dealers said their stocks were too low to give an accurate picture of how they'd do.

One Detroit-area Chrysler dealer sold seven of his nine Imperials quickly—one to Ford, two to General Motors (for evaluation purposes), one to an auto supplier, one to a cement company owner, etc.

He felt Imperial was hurting Cordoba and reported generally strong sales across all product lines, except trucks.

Both Chrysler and Ford Motor immediately claimed success for their new small cars, based on early sales returns.

Chrysler reported selling 5,011 K-cars by Oct. 2 (introduction day), a new record, surpassing the previous high mark for Belvedede/Coronet set in 1964. By the weekend (Oct. 4), it had 15,267 sold orders for K-cars, topping the Omni/Horizon record in January, 1978.

Ford reported Escort sales of 7,398 on announcement day, with firm customer orders for another 19,365 — both numbers topping the previous Mustang records in April, 1964. Lincoln-Mercury added that its introductory weekend sales of 1,860 Lynx and 1,223 Cougars led the division to a new record.

• Dealers backed up the enthusiastic factory reports, but drew attention to $9,000 Granadas, for example, as being real public "shockers."

One Arkansas Ford dealer said getting the public to accept '81 prices was "like trying to turn on a cold woman. Hell, we can't get anywhere with them (the public)."

General Motors dealers didn't draw quite as many visitors, but welcomed competitors' new models for stirring up buying interest. They felt they'd do well, once people got around to comparing cars.

Several Ford dealers noted a greater inclination by foreign owners to buy American. In California, the Chrysler K-cars weren't viewed as being big import conquestors. But Escort/Lynx had already begun siphoning off sales.

Overall, the '81 prices are really helping move out '80s. Unfortunately, a number of dealers

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Domestics vs. imports: High noon at the ITC

By Helen Kahn and Jake Kelderman
Washington Bureau

WASHINGTON. — They were shooting at each other in the Great Hall of Justice last week. The big guns of the UAW, Ford Motor Co., several AFL-CIO unions representing suppliers and a limited supplier group calling itself AMICUS aimed against the big guns of Toyota, Nissan, Honda, Subaru, the Japanese Automobile Manufacturers Assn., the Automobile Importers of America and the American International Automobile Dealers Assn.

The ammunition was facts and figures by the thousands, filings by the boxful and talk by the hours.

When the smoke had cleared the victims were probably the several hundred persons who had gathered to watch and listen to whether the U. S. should limit the importation of Japanese cars in the face of the devastated condition of its own auto industry.

Under the watchful eyes of the two great silver figures that guard the hall and the glare of the television cameras, the commissioners of the International Trade Commission — three men and two women — tried to make sense of it all.

The ITC is looking at the 5-year history of the auto industry to determine whether imports have damaged the industry.

Numbers never matched, even though each plaintiff and each defendant is armed to the teeth with proof positive that either the imports did Detroit in or that Detroit—helped by low gas prices and a recession—did itself in.

Car prices will rise dramatically, will rise slightly or will be uncertain should import restrictions be imposed, depending on the speaker. Employment, inflation and the fortunes of certain domestic makers were similarly forecasted at wide variances.

Only the commissioners, who had waded through a mountain of briefs prior to the public hearing, will have the answer and they are not going to tell until after the election.

The commission's task is to decide if the U. S. auto industry has suffered serious injury or is threatened with serious injury.

If that is determined, the next decision is: Are the Japanese imports a "substantial" cause, or are other causes—the recession,

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breaking news

IH bid to sell off Scout fails

CHICAGO. — Inability of a group of investors to obtain adequate financing has forced International Harvester to cancel plans to sell its unprofitable Scout sports/utility vehicle operations, the company announced last week. A spokesman said that although Harvester is pursuing other offers for the Scout, it will go ahead with plans to phase out production of the 4x4 vehicle by the end of October.

20 pct. of Escort-Lynx trades are imports

DEARBORN.—Imported cars are accounting for 20 percent of the tradeins on the new Escort and Lynx, according to Bennett E. Bidwell, Ford car and truck group vice president. He noted that this is considerably higher than the 14 percent of the car population represented by imports and said, "We believe those tradeins are an excellent endorsement for these new domestic cars."

Mullane blasts Ford price hike

HACKENSACK, N. J.—Ed Mullane, president of the Ford Dealers Alliance, charged last week that Ford Motor's latest price increase "rode roughshod over dealer pleas not to do so." Mullane said FDA had wired Ford Chairman Philip Caldwell, asking him not to increase prices. FDA said a price hike would act negatively on new-car introductions. The group urged Ford to take a "leadership position" in opposition to General Motors and to hold the price line for at least the balance of the calendar year.

Under new state law

New Jersey to buy only domestics

By John A. Russell
New York Staff Writer

TRENTON, N. J.—New Jersey will buy only American-made cars for its state fleets for the next two years under a law signed by Gov. Brendan T. Byrne last week.

The measure was rushed through the Legislature after rumors that a low bid on 500 cars for state use came from an area Datsun dealer. Under previous New Jersey law, the lowest bidder must receive the contract.

Under the new law, the state can reject a low bid on motor vehicles if it comes from an import manufacturer and buy only domestic vehicles, even though the cost may be higher.

After two days of picketing by members of the UAW at the state capital, the measure was pushed through the Legislature. New Jersey officials were apparently sensitive to the closing of the Ford Mahwah assembly plant earlier this year and the loss of 3,700 jobs.

Eric Betley, fleet manager for Lynns Datsun City of Bloomfield, N. J., told AUTOMOTIVE NEWS that while the dealership has not been officially notified its bid has not been accepted, the dealership attorneys were looking into the law. No plans have been made by the dealership on contesting this law in court, he said.

Betley said that the bid submitted by the dealership would have saved the taxpayers of New Jersey $315,000 on the cars alone, not including operational costs of the vehicles. The total bid was in the $2 to $2.5 million range, he said.

• The law, introduced by State Senator Bernard Dwyer who is running for the U. S. Congress in the upcoming election, requires both state and local governments to award bids for the purchase of automobiles to companies that either build or assemble their cars in the U. S.

Patrick Sweeney, a spokesman for the governor's office, said there is a provision in the new law which would require the purchase of domestic automobiles "unless it is inconsistent with the public interest or the costs are unreasonable."

Byrne noted in his statement that while the law is inconsistent with his personal philosophy of free trade, the past record of Japan on trade reciprocity as well as the failure of Japanese auto manufacturers to consider locating in New Jersey were reasons to sign the law.

Byrne, while not so stating specifically, was referring to efforts to attract foreign manufacturers to the Mahwah assembly plant.

The governor skirted the issue of the constitutionality of the law by commenting that "law is always about to be." But the state obviously expects challenges.

Charles Walton, executive vice president of the New Jersey Automobile Dealers Assn., said there was no lobbying since it went through the State Legislature very quickly.

It was passed on an emergency basis unanimously by both houses of the Legislature.

He added it was probably sparked by the Mahwah closing and recent layoffs at other plants for both General Motors and Ford located in New Jersey.

The association has not taken a position on the measure, he said, since it represents both import and domestic dealers but added that as an issue he did not see a reason for a state association to become involved.

The measure was passed after rumors circulated that the Datsun bid would be accepted. There are two assembly plants in the district in which Dwyer is running for Congress.

1980 Ferraris arrive

The 1980 Ferrari line includes the revamped 308GTBi berlinetta (pictured) and 308GTSi spider, both with a transverse-mounted 2,926-cc 308 V-8 engine. Both models also feature Bosch K-Jetronic CIS fuel injection, and are the first fuel-injected Ferraris to be offered in the U. S. The only extra-cost options are metallic paint and radio. The spider is priced at $52,640 and the berlinetta at $47,440.

Chrysler plan to sell plants raises UAW ire

By Roger Rowand
Engineering Editor

DETROIT. — Chrysler Corp. would like to sell off several more of its plants—two of them said to be profitable — to cut costs and pump up cash flow.

To trim costs further, the firm also would like to buy rather than make more of the car components it uses.

The company, however, is starting to meet resistance from the UAW on both counts.

The union considers itself, with management and Uncle Sam, part of a three-party team running Chrysler.

UAW Vice President Marc Stepp is director of the UAW's Chrysler department. He said members personally sacrificed $462.5 million in contract concessions as their contribution to a save-Chrysler package.

That package included $1.5 billion in federal loan guarantees.

Chrysler workers voluntarily received smaller wage hikes and lesser fringe improvements in contracts negotiated last year than workers at other car makers did.

Stepp said they are concerned and angry over rumors they've heard about the jobbing out of work and the sale of facilities.

Usually, when work from one UAW-represented plant is farmed out to another UAW plant the union does not make a major issue of it, Stepp told AUTOMOTIVE NEWS. However, in this case, in which such a situation is likely to arise, he said, "We think Chrysler workers ought to get a break."

The plants in question in the Detroit area are: Detroit Forge & Axle, Eldon Avenue Axle, McGraw Glass and Detroit Universal.

A New Castle (Ind.) forge plant also is for sale, Stepp said.

• He said the union recognizes there is unused capacity in some Chrysler plants but would prefer consolidation of work rather than plant closings.

Some 6,000 workers would be effected by changes at the four factories, Stepp said.

"We are very concerned the Chrysler Loan Guarantee Board is meeting with the Chrysler downsizing committee without UAW input," Stepp said after a meeting with company labor relations personnel.

Douglas Fraser, UAW president, is a Chrysler director. "Fraser has input at the point of review, not during plant-level decision making," Stepp said.

"Input can't be at one level. It must be at every level of decision making in the company from the shop floor to the board of directors," he said.

"We've deliberately been trying to maintain a low profile because the UAW didn't want to do anything that might damage the company. We still feel that way but we want input at the plant level," he said.

He said the union is proposing creation of a diversified operation as an alternative to closings. It would be a consolidation of work done in the Detroit facilities that now, collectively, are only 46 percent utilized.

Stepp has been a member of the UAW since 1942 when he started working at Chrysler's Highland Park (Mich.) machining plant, itself a highly diversified operation at the time.

He said in reference to the federal role at Chrysler that discussions there are complicated "by someone looking over your shoulder."

"When you're looking at numbers and someone is looking over your shoulder, there will be the temptation to go with the lowest price," he said.

"We are not going to stand still and see this company dismantled."

Reagan's Rx for auto: Banking, GSA changes

By Edward Lapham
Financial Editor

Republican Presidential candidate Ronald Reagan last week added substance to his auto industry campaign position by proposing two separate actions to increase demand for U. S.-built cars and trucks.

The former governor of California proposed that the General Services Administration, the federal government's purchasing department, place advance vehicle orders and that the Export-Import Bank of the United States make program changes to stimulate the domestic industry.

"We must pull our auto industry out of its slump and get the assembly lines back into full-time operation," Reagan said.

He said each year the GSA purchases "large numbers of American automobiles and trucks for millions of dollars" spread out over the year. Reagan said "it would be of significant help to the auto industry if the federal government placed advance orders for its foreseeable needs now."

Reagan also stressed the need to make the U. S. auto industry more capable of competing in the overseas markets as an exporter.

"Today American industry is producing the small cars the world wants at a time when the dollar is priced favorably against the German mark and the Japanese yen," Reagan said.

"Our government should be burning the midnight oil to determine every way we can increase the export of American cars, trucks and buses," he said.

• The GOP candidate proposed that an Export-Import Bank program which "has failed" to boost exports and "has been used only four times" should be changed.

Reagan said the program should be designed to "help overseas dealers purchase and stock American automobiles and to facilitate subsequent sales."

He said the program should: Ensure non-U.S.-dollar denominated promissory notes, remove rigid local security requirements, permit flexibility in deadlines for sales out of inventory, cover dealer markups as if sales were made from the U. S. to the end user and cover individual transactions of less than $25,000.

He said, however, that "prudent banking requirements" should be maintained including risk-sharing with exporter and commercial bank as well as the current requirement that the Export-Import Bank's exposure on the initial sale "is replaced, and not augmented, by its exposure on the resale to the end user."

Floor-plan cost in Ford invoice is a holdback

DETROIT.—Ford Motor's recent move (AUTOMOTIVE NEWS, Oct. 6) to tack costs of 40 days' floor-planning onto car invoices is really just a way of boosting its holdback in line with other domestics, sources said.

For '81, Chrysler and General Motors have gone to a 3 percent holdback, while Ford is still at 2 percent.

The shift in invoice billing with the added floor-plan costs really amounts to an extra 1.4 percent added.

This will be refunded at the end of the year, along with the 2 percent. Dealers get it all back, not just the portion of unused days' of floor-planning, as previously reported in AUTOMOTIVE NEWS.

They also still get 15 days' free floorplanning.

Thus, the extra charge for floor-planning amounts to nothing more than pushing the holdback up to 3.4 percent, which compares with 3 percent at Chrysler and General Motors.

GM takes 70 pct. of last-10-day domestic total

Sept. sales: Imports up, U. S. down

By Jenny L. King
Staff Writer

With domestic new-car sales slumping to 1963 levels and import deliveries up more than 7 percent for the month, September industrywide new-car sales reflected the pattern established during the year: Imports strong, domestics living in the past.

General Motors offered up its 1981 models at the public altar Sept. 25 and came away with an astounding 70.68 percent of the Sept. 21-30 domestic market, an any-period record for the largest U. S. car maker.

Total for the month was 670,901, down 13.32 percent from 773,986 in September of 1979. The five U. S. car makers reported sales of 485,742, down 19.30 percent from 601,933, and the lowest since 1963 sales of 391,624.

Import sales climbed 7.62 percent to 185,159 from 172,053 despite slight sales decreases for the top two sellers, Toyota and Datsun. Year-to-date import sales through Sept. 30 stood at 1,874,625, up 3.12 percent from 1,817,825 in 1979.

The domestics trailed their 1979 year-to-date level by 23.72 percent: 4,913,735 versus 6,441,565. Third-quarter sales totaled 1,514,511, down 24.10 percent from 1,995,361 in 1979 and the lowest for that period since 1,499,272 in 1963.

• Of the five major U. S. auto makers, only Volkswagen of America showed an improvement in September, its sales up 30.03 percent to 13,479 from 10,366. With 25 selling days this

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Where Auto Market was in September

	Total Sales	Pct. of Total
SUBCOMPACT	115,065	17.15
COMPACT	126,286	18.82
INTERMEDIATE	150,122	22.38
STANDARD	65,608	9.78
LUXURY	28,661	4.27
IMPORT	185,159	27.60
TOTAL	670,901	100.00

GM names Wiencek

DETROIT. — Dr. Robert G. Wiencek has been named to the newly created position of director of occupational safety and health on the General Motors Industrial Relations Staff. He formerly was director of health services for GM.

IMPORTED CAR SALES

	Sept. 1980	Same Month, 1979	Jan. 1 to Sept. 30, 1980	Same Period, 1979
Alfa Romeo	282	278	2,697	3,166
Arrow	3,664	2,862	47,047	38,306
Audi	3,928	3,392	32,330	33,644
BMW	4,321	3,085	28,875	26,884
Challenger	867	740	10,538	11,635
Colt	3,263	4,129	42,764	51,156
Datsun	36,154	39,043	413,141	359,133
Fiat	2,638	3,737	30,762	49,895
Fiesta	5,678	4,770	53,744	63,012
Honda	27,053	24,412	278,571	274,756
Jaguar	327	270	2,215	2,929
Lancia	101	104	1,644	1,255
Mazda	11,388	12,267	113,372	112,721
Mercedes-Benz	5,174	3,928	49,817	41,817
MG	2,403	1,829	11,806	22,957
Opel		515		12,865
Peugeot	1,015	817	9,809	9,016
Porsche	817	1,018	8,383	11,059
Renault	3,081	2,140	20,046	14,683
Rover	47		195	
Saab	1,202	1,268	10,514	11,599
Sapporo	600	641	8,313	10,324
Subaru	16,026	8,550	110,704	98,150
Toyota	39,638	41,151	462,390	388,401
Triumph	1,955	1,012	12,370	10,458
Volkswagen	7,883	5,294	67,877	110,544
Volvo	5,654	4,801	44,701	46,205
TOTAL	185,159	172,053	1,874,625	1,816,572

U. S. CAR SALES BY MARKETING UNITS

	Sept. 1980	Sept. 1979	9 mos. 1980	9 mos. 1979
Chevrolet	134,985	144,279	1,340,099	1,666,985
Ford	74,208	110,418	852,464	1,228,914
Oldsmobile	61,562	65,000	612,294	736,256
Buick	55,886	54,819	524,444	552,684
Pontiac	49,606	50,941	465,221	607,607
Toyota	39,638	41,151	462,390	388,401
Datsun	36,154	39,043	413,141	359,133
Honda	27,053	24,412	278,571	274,756
VW of America	26,107	20,070	252,372	275,623
Dodge	22,830	37,585	245,849	365,518
Plymouth	22,263	26,558	234,027	313,195
Mercury	21,703	39,167	234,979	399,867
AMC-Renault	16,646	16,253	134,153	127,345
Cadillac	15,409	19,887	154,052	229,087
Subaru	16,026	8,550	110,704	98,150
Mazda	11,388	12,267	113,372	112,721
Chrysler	10,009	34,324	104,093	201,181
Volvo	5,654	4,801	44,701	46,205
Mercedes-Benz	5,174	3,928	49,817	41,817
Jaguar-Rover-Triumph	4,732	3,111	26,586	36,344
BMW	4,321	3,085	28,875	26,884
Lincoln	4,307	7,833	50,730	94,533
Fiat	2,739	3,841	32,406	51,150
Saab	1,202	1,268	10,514	11,599
Peugeot	1,015	817	9,809	9,016
Alfa Romeo	282	278	2,697	3,166
TOTAL	670,901	773,986	6,788,360	8,259,390

Ford sales include Fiesta; VWoA includes VW and Porsche-Audi; Plymouth includes Arrow, Champ and Sapporo; Dodge includes Colt and Challenger; Fiat includes Lancia; 1979 Buick includes Opel; Jaguar Rover Triumph includes MG.

Research called inconclusive on diesel as health hazard

Continued from Page 6

in 1985) were achievable and that they were, in any event, based on technological capability and not the potential carcinogenicity factor.

He said all the makers were already capable of meeting the 1982 standard and that research work indicates technology is also available for the 1985 standard and that its reliability need only be improved.

General Motors, Mack and Caterpillar challenged that contention, arguing that 0.2 technology did not exist for cars and that the kind of levels the EPA is talking about for heavy-duty trucks are well beyond the pale. The need for standards this stringent have not been demonstrated, they said, and they should be changed.

Mack and Caterpillar also want the EPA to ease its proposed NOx standard of 1.7 grams/bhp-hr to 6 g/bhp-hr and to establish separate standards for gasoline and diesel heavy-duty trucks.

• The Natural Resource Defense Council, on the other hand, thinks EPA has been too lax with both the car and heavy duty truck makers. It says the makers could meet the particulate standards, and on an earlier timetable.

It said EPA also violated the law by granting various of the diesel passenger car makers waivers from the 1981 NOx standard. It said EPA should not have granted those waivers because the technology is available to meet the 1.0 GPM standard and that the excess emissions of NOx caused by these waivers present a hazard to the populace.

The NRDC recently sued the EPA on both its NOx waiver policies and the diesel particulate standards. The U. S. Court of Appeals here will hear the suit the end of this month.

Firestone Tire Group names West, Aucott

AKRON. — William L. West has been named to the newly created post of vice president for quality control of Firestone Tire & Rubber Co.'s North American Tire Group.

George W. Aucott will succeed West as vice president for manufacturing. Aucott had been executive vice president for sales and marketing for the tire group.

GM takes 70 pct. of last-10-day domestic total

Sept. sales: Imports up, U. S. down

Continued from Page 2

year compared with 24 a year ago, VWoA was up 24.77 percent on a daily rate basis.

General Motors September sales totaled 317,450, down 5.07 percent from 334,411 (down 8.87 percent daily rate). Ford Motor Co. sales of 94,540 were down 38.07 percent from 152,648 (down 40.53 percent daily rate). Chrysler Corp. reported sales of 46,708, down 48.33 percent from 90,395 (50.40 percent daily rate), and American Motors sales of 13,565 were 3.88 percent away from 14,113 a year ago (7.65 percent daily rate).

General Motors earned 65.35 percent of the domestic market for the month, up an amazing 10 percentage points from 55.56 percent in 1979. Ford cornered 19.46 percent, down from 25.36 percent. Chrysler sales accounted for 9.62 percent, down from 15.02 percent. AMC earned 2.79 percent, up from 2.34 percent, and VWoA had 2.78 percent, up from 1.72 percent.

Of the 13 U. S. makes, only VWoA Rabbit and Buick came out ahead for the month. Buick was up 2.91 percent. Bad news for Chrysler was its 70.84-percent drop, to sales of 10,009 from rebate-boosted sales of 34,324 in 1979. Dodge sales dropped 42.84 percent and Plymouth was off 22.93 percent.

• At Ford Motor Co., Ford sales dropped 35.13 percent, Mercury was down 44.59 percent and Lincoln skidded 45.01 percent.

Pontiac sales were down 2.62 percent on a year-to-year basis, Oldsmobile dropped 5.29 percent, Chevrolet was 6.44 percent away from last September and Cadillac slumped 22.52 percent.

Of the 27 import makes with sales reported by Automotive News, 16 boasted increases in September, including Honda, up 10.82 percent, Fiesta up 19.04 percent, Renault up 43.97 percent, Volkswagen up 48.90 percent and Subaru up a whopping 81.44 percent. Imports accounted for their accustomed high percentage of the total market: 27.60 percent in September.

The market class profile for the month showed imports with the largest segment, 27.60 percent. U. S. subcompacts accounted for 17.15 percent, compacts were 18.82 percent, 22.38 for intermediates, 9.78 percent for standard-size cars and 4.27 percent for the luxury models.

In just the domestic market, subcompacts were 23.69 percent, compacts were 26.00 percent, intermediates were 30.90 percent, full-size were 13.51 percent and luxury cars had 13.51 percent.

Top selling nameplates for the month were: Chevrolet Chevette, 32,592, Chevrolet Citation, 24,674, Chevrolet Malibu, 20,434, Oldsmobile Cutlass Supreme, 19,108 and Oldsmobile Cutlass, 17,768. Last year the top five were: Cutlass Supreme, full-size Chevrolet, Citation, Ford Fairmont and Malibu. Ford had no entries among this year's best five; Pinto came in eighth.

Third-period domestic sales, spurred by GM's 28.22-percent increase, climbed to within 8,000 units of the 1979 total for the period: 205,561 versus 213,272, down 3.62 percent.

With its new-model introduction a week ahead of the competition, GM managed to capture 70.68 percent of the last-September market. Ford slipped to 16.03 percent, Chrysler with 8.13 percent was at its lowest for any period this year, AMC estimated sales earned it 2.29 percent and VWoA had 2.87 percent.

Silver for Smyly

Wil Smyly, right, Buick dealer in Malden, Mass., receives his 25-year silver plate from Buick General Sales Manager J. D. Duffy.

DOMESTIC CAR SALES

	Sept. 21 to Sept. 30, 1980	Same Period, 1979	September 1980	Same Month, 1979	Jan. 1 to Sept. 30, 1980	Same Period, 1979
Spirit			4,082	4,817	40,532	39,496
Concord			6,742	7,114	50,012	65,107
Pacer			83	525	1,966	6,402
Eagle			2,658	1,657	21,597	1,657
AMERICAN MOTORS*	4,700†	3,600†	13,565	14,113	114,107	112,662
Horizon	3,816	1,054	10,841	3,359	102,197	114,131
Volare	2,477	7,434	6,766	18,746	63,842	139,491
Voyager		503		1,168		8,265
Fury		36		82		2,676
Plymouth	129		392		12,628	
Total Plymouth	6,422	9,027	17,999	23,355	178,667	264,563
LeBaron	1,869	4,958	4,874	12,733	46,806	80,371
Cordoba	1,310	4,341	3,284	10,151	34,002	45,223
Chrysler	633	5,064	1,851	11,440	23,225	75,587
Total Chrysler	3,812	14,363	10,009	34,324	104,093	201,181
Omni	2,785	862	8,452	3,014	83,902	97,572
Aspen	1,705	5,309	4,899	14,306	48,188	97,067
Sportsman		990		2,405		24,917
Diplomat	980	2,368	2,548	6,033	24,264	37,078
Monaco		23		84		2,554
Mirada/Magnum	802	1,300	2,025	3,252	21,187	18,622
Dodge	197	1,374	776	3,622	15,006	24,917
Total Dodge	6,469	12,226	18,700	32,716	192,547	302,727
CHRYSLER CORP.	16,703	35,616	46,708	90,395	475,307	768,471
Pinto	6,214	4,019	16,289	12,740	124,709	152,708
Mustang	4,947	7,037	15,374	20,803	179,479	237,524
Fairmont	4,739	8,431	14,905	23,729	214,568	259,110
Club Wagon		927		2,739		31,094
Granada	2,619	3,424	6,774	10,122	61,448	110,775
LTD II		511		1,302	3,012	24,256
Thunderbird	3,201	8,075	8,442	18,837	104,016	154,919
Ford	2,033	5,797	6,746	15,376	111,488	195,516
Ford Division	23,753	39,221	68,530	105,648	798,720	1,165,902
Bobcat	884	774	2,760	2,941	23,271	36,526
Zephyr	1,932	2,298	5,800	6,371	61,526	74,915
Monarch	561	1,289	1,588	3,703	20,499	43,218
Cougar						3,955
XR-7	1,264	4,937	3,455	11,366	41,803	93,415
Capri	1,598	1,841	4,783	5,534	48,915	72,227
Mercury	1,245	4,400	3,317	9,252	38,965	75,611
Total Mercury	7,484	15,539	21,703	39,167	234,979	399,867
Versailles	84	344	191	1,042	3,885	10,826
Lincoln	764	1,220	1,926	3,330	21,714	46,666
Mark VI	866	1,440	2,190	3,461	25,131	37,041
Total Lincoln	1,714	3,004	4,307	7,833	50,730	94,533
L-M Division	9,198	18,543	26,010	47,000	285,709	494,400
FORD MOTOR	32,951	56,764	94,540	152,648	1,084,429	1,660,302
Skyhawk	331	423	465	1,583	5,388	15,410
Skylark	5,113	4,170	11,821	10,832	127,106	80,796
Century	5,247	1,909	11,216	4,802	106,736	38,183
Regal	7,560	5,828	17,054	19,148	142,893	199,765
LeSabre	2,883	1,650	6,818	8,962	68,224	102,647
Electra	2,257	1,288	5,180	6,549	43,701	63,931
Riviera	1,589	1,066	3,332	2,428	30,396	39,087
Buick Division	24,980	16,334	55,886	54,304	524,444	539,819
Seville	1,414	903	2,555	2,781	24,776	30,613
Cadillac	4,400	4,545	8,757	14,292	92,754	151,174
Eldorado	2,201	995	4,097	2,814	36,522	47,300
Cadillac Division	8,015	6,443	15,409	19,887	154,052	229,087
Chevette	15,595	8,454	32,592	20,931	291,816	292,144
Monza	5,282	2,892	13,856	8,526	116,442	114,397
Citation/Nova	12,070	9,958	24,674	28,636	288,444	219,792
Sportvan		495		1,838		24,594
Camaro	3,759	4,206	8,742	11,044	93,165	166,841
Malibu	9,857	7,884	20,434	21,940	199,025	266,491
Monte Carlo	6,998	6,404	14,170	19,112	120,422	209,175
Chevrolet	8,553	7,060	17,492	29,015	203,238	344,844
Corvette	1,407	1,247	3,025	3,237	27,547	28,707
Chevrolet Division	63,521	48,600	134,985	144,279	1,340,099	1,666,985
Starfire	234	490	329	1,245	5,334	15,395
Omega	2,717	1,452	6,406	4,339	65,531	35,477
Cutlass	8,944	3,891	17,768	7,241	156,832	72,430
Supreme	6,521	14,003	19,108	31,380	194,288	329,167
Olds 88	4,432	3,801	9,815	12,811	112,208	179,552
Olds 98	2,776	2,095	5,548	5,959	50,603	68,181
Toronado	1,142	1,002	2,588	2,025	27,498	36,054
Oldsmobile Division	26,766	26,734	61,562	65,000	612,294	736,256
Sunbird	4,605	1,710	11,920	5,335	101,692	71,236
Phoenix	3,070	1,992	6,507	6,554	72,934	58,285
Firebird	2,480	2,869	6,126	8,063	67,253	121,015
LeMans	2,950	2,492	6,123	7,461	57,811	87,829
Grand Prix	5,330	3,568	11,259	11,270	84,549	136,839
Pontiac	3,582	2,579	7,673	12,258	80,982	132,403
Pontiac Division	22,017	15,210	49,608	50,941	465,221	607,607
GENERAL MOTORS	145,299	113,321	317,450	334,411	3,096,110	3,779,754
VOLKSWAGEN	5,906	3,971	13,479	10,366	143,782	120,376
DOMESTIC TOTALS	205,561	213,272	485,742	601,933	4,913,735	6,441,565
IMPORT TOTAL			185,159	172,053	1,874,625	1,817,825
GRAND TOTAL			670,901	773,986	6,788,360	8,259,390

*—AMC does not issue a nameplate breakout for 10-day periods.
†—Estimate.

factories list auction dates

American Motors

Oct. 14 — Ohio Auto Auction, Columbus, O.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.

Oct. 15—Sand Mountain Auto Auction, U. S. 431, Boaz, Ala.; Dallas Auto Auction, 4226 E. Main, Dallas; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane, Minneapolis.

Oct. 16 — Todd Auto Auction, Rte. 309, Telford, Pa.

Oct. 21—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Oct. 22 — Southern Auto Auction, S. Main St., Warehouse Point, Conn.; Kansas City Auto Auction, 1100 Elmwood Ave., Kansas City, Mo.

Oct. 23—Fredericksburg Auto Auction, U. S. 1 Alt., Fredericksburg, Va.

Oct. 24 — Concord Auto Auction, Hosmer St., Acton, Mass.; Floyd Hauhe Auto Auction, 1200 St. Charles Rock Rd., Bridgeton, Mo.

Oct. 28 — Ohio Auto Auction, Columbus, O.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.

Oct. 29—Sand Mountain Auto Auction, U. S. 431, Boaz, Ala.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane, Minneapolis; Dallas Auto Auction, 4226 E. Main, Dallas.

Oct. 30 — Todd Auto Auction, Rte. 309, Telford, Pa.

Chrysler Corp.

Oct. 15—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.

Oct. 16—Clanton's Auto Auction, 1027 Pearl St., Darlington, S. C.

Oct. 21—Hatfield Recon Center, Rte. 309, Hatfield, Pa.

Oct. 22—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; South Seattle Auto Auction, 19443 76th Ave., S., Kent, Wash.

Oct. 29—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.

Oct. 30—Clanton's Auto Auction, 1927 Pearl St., Darlington, S. C.

Oct. 31—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Used car sales

Auction averages

October to date	$3,723
Month ago	$3,366
Year ago	$3,311

Ford Motor Co.

Oct. 15—Concord Auto Auction, Hosmer St., Acton, Mass.; Metro Auto Auction of Kansas City, 101 W. Oldham Parkway, Lee's Summit, Mo.; Salt Lake Auto Auction, 460 Orange St., Salt Lake City.

Oct. 16—Minneapolis Northstar Auto Auction, 7701 State Highway 101, Shakopee, Minn.

Oct. 21—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Oct. 22—Dallas Auto Auction, 4226 E. Main, Dallas; Lakeland Auto Auction, Interstate No. 4 at Highway No. 33, Lakeland, Fla.; Central States Auto Auction, 824 S. Taft, Mason City, Ia.

Oct. 29—Columbus Fair Auto Auction, 4700 Groveport Road, Obetz, O.; Golden State Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Oct. 30—Big H Auto Auction, 701 N. Shepherd Drive, Houston.

Model breakdown

Auction averages

	OCTOBER TO DATE	SEPTEMBER	AUGUST
1980	$5,842	$6,350	$6,516
1979	4,971	4,787	5,022
1978	3,874	3,841	3,806
1977	3,101	3,240	3,256
1976	2,294	2,362	2,445
1975	1,770	1,741	1,806
1974	1,390	1,356	1,310
1973	1,178	1,167	963
Overall Average	$3,723	$3,545	$3,649

NADA is No. 2 in contributions to candidates

WASHINGTON. — NADA is again second only to the doctors' lobby in spending money to influence Congress through its Automobile and Truck Dealers Election Action Committee (DEAC).

In the list of the Top Ten, according to the Federal Election Commission, NADA gave $12,526—a sum exceeded only by the American Medical Assn. which gave $596,435.

Others — all below half a million dollars—included the realtors, UAW, AFL-CIO, carpenters, milk producers, machinists, the United Transportation Union and the life-insurance lobby.

The figures are from an interim report through June, 1980. At that point, some $25 million had been contributed by Political Action Committees (PACs) for the Presidential and Senate and House races—a $10 million increase over the first quarter of 1980. This does not include $2.7 million which PACs spent independently in support of or in opposition to federal candidates.

The latest figures on PACs showed they had raised $85.3 million, spent $61.4 million, contributed $25 million to federal candidates, spent $1.36 million independently in behalf of federal candidates and spent $1.33 million independently in opposition to federal candidates.

Emissions ruling favoring makers is overturned

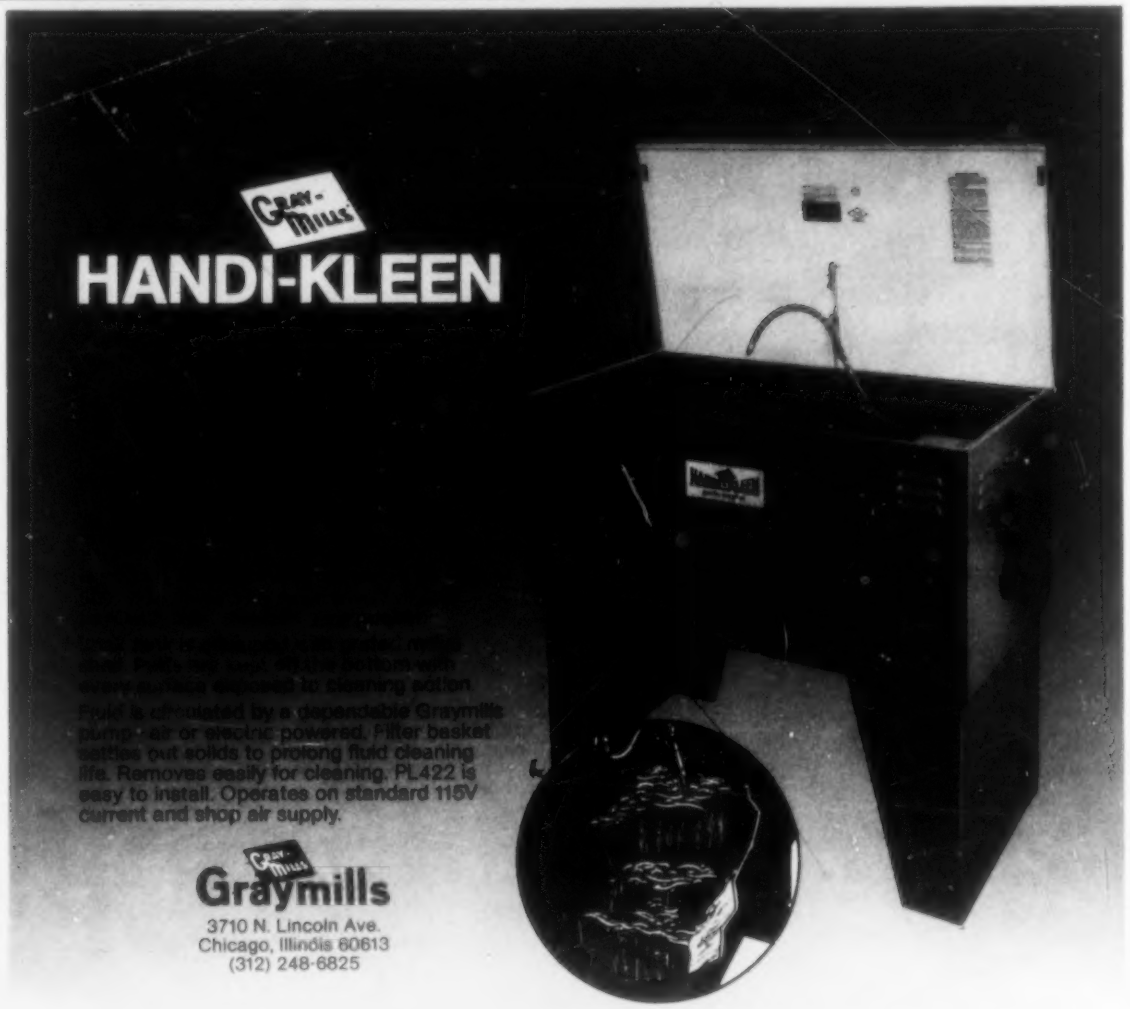
WASHINGTON. — Emissions performance warranty regulations that will require a manufacturer to pay for faulty emission control devices are effective immediately.

The U. S. Court of Appeals for the 6th Circuit has overturned the decision of a Michigan District Court that had prevented the EPA from enforcing the regulations pending its issuance of final regulations dealing with aftermarket parts certification and allowable maintenance.

The major auto makers and MVMA had argued before the lower court that without the latter regulations, manufacturers would have no way of knowing if the part was faulty because of their or the owner's doing.

The performance warranty is triggered when a vehicle fails an EPA-approved inspection and maintenance test.

I&M will be required in nearly 100 of the country's major metropolitan areas by 1982 as part of those regions' efforts to comply with ambient air-quality standards.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NEW-CAR MARKET SHARES IN U. S.

	JULY					SEVEN MONTHS				
	Regis., July, 1980	Percent Share of Market	Regis., July, 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79	Regis., 7 mos., 1980	Percent Share of Market	Regis., 7 mos., 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79
Chevrolet	138,316	19.31	197,434	21.56	— 2.25	1,030,575	19.94	1,250,084	20.28	— 0.34
Ford	87,826	12.26	122,605	13.39	— 1.13	649,387	12.57	902,754	14.64	— 2.07
Oldsmobile	66,635	9.30	82,311	8.99	+ 0.31	461,161	8.93	550,414	8.93	.....
Buick	57,221	7.99	58,881	6.43	+ 1.56	393,412	7.61	394,822	6.40	+ 1.21
Pontiac	49,323	6.89	69,530	7.60	— 0.71	354,426	6.86	465,019	7.54	— 0.68
Mercury	23,249	3.25	41,315	4.51	— 1.26	194,714	3.77	304,868	4.94	— 1.17
Dodge	19,188	2.68	32,021	3.50	— 0.82	140,736	2.72	228,355	3.70	— 0.98
Plymouth	17,713	2.47	27,999	3.06	— 0.59	131,088	2.54	206,331	3.35	— 0.81
Cadillac	15,520	2.17	21,051	2.30	— 0.13	123,878	2.40	178,189	2.89	— 0.49
AMC	10,598	1.48	14,310	1.56	— 0.08	90,336	1.75	86,033	1.40	+ 0.35
Chrysler	9,192	1.29	19,070	2.08	— 0.79	79,679	1.54	134,351	2.18	— 0.64
Lincoln	5,523	0.77	7,363	0.81	— 0.04	44,592	0.86	76,923	1.25	— 0.39
GENERAL MOTORS	327,015	45.66	429,207	46.88	— 1.22	2,363,452	45.74	2,838,528	46.04	— 0.30
FORD MOTOR CO.	116,598	16.28	171,283	18.71	— 2.43	888,693	17.20	1,284,545	20.84	— 3.64
CHRYSLER CORP.	46,093	6.44	79,090	8.64	— 2.20	351,503	6.80	569,037	9.23	— 2.43
AMERICAN MOTORS	10,598	1.48	14,310	1.56	— 0.08	90,336	1.75	86,033	1.40	+ 0.35
IMPORTS	215,677	30.12	221,297	24.17	+ 5.95	1,471,288	28.47	1,384,378	22.45	+ 6.02
MISCELLANEOUS	164	0.02	410	0.04	.....	2,011	0.04	2,751	0.04	.....
TOTAL	716,145		915,597			5,167,283		6,165,272		

Automotive News analysis of new-car registrations based on R. L. Polk statistical report. Registrations not available for Oklahoma, delayed for Illinois.

Imports' share hits record 30.12 percent

July registrations lowest in 16 years

By Richard A. Wright
Assistant Managing Editor

U. S. new-car registrations in July were lowest for that month since 1963, a slight improvement over the June performance which was lowest for that month since 1962, according to figures compiled by R. L. Polk & Co.

New-car registrations in July totaled 716,145, down 21.78 percent from 915,597 a year earlier.

It was the lowest July count since 1963, when 705,992 new cars were registered. Record for July is 1,103,143, which has stood since 1973.

July registrations followed the pattern of recent months in that imports were down slightly from the preceding year, while domestics were down sharply.

Registrations of new U. S.-built cars totaled 500,468 in July, down 27.92 percent from 694,300 a year earlier. Imports totaled 215,677, off 2.54 percent from the year-earlier July record of 221,297.

As a result, import penetration of the new-car market in July was a record 30.12 percent, the first time the import share for any month has passed 30 percent. A year earlier, imports accounted for 24.17 percent of July registrations.

For the first seven months of 1980, new-car registrations totaled 5,167,283, down 16.19 percent from 6,165,272 last year.

• All of the U. S. corporate makers suffered declines at the hands of the imports in their market shares in July compared with a year earlier. Even the miscellaneous category saw its share of the market halved in July to 0.02 percent, compared with 0.04 percent last year.

Ford Motor Co. logged the largest decline, down 2.43 percentage points to 16.28 percent of July new-car registrations. Chrysler Corp. dipped 2.20 points to 6.44 percent, while General Motors was off 1.22 points to 45.66 percent and American Motors slipped 0.08 of a point to 1.48 percent.

Tables on Page 51

Excluding imports, domestic-only registrations in July were divided this way: GM, 65.34 percent; Ford Motor Co., 23.30 percent; Chrysler Corp., 9.21 percent; AMC, 2.12 percent, and miscellaneous, 0.03 percent.

A year earlier, domestic-only registrations were divided as follows: GM, 61.82 percent; Ford Motor Co., 24.67 percent; Chrysler Corp., 11.39 percent; AMC, 2.06 percent, and miscellaneous, 0.06 percent.

• By size segments, only subcompacts managed to improve their market share, as imports took bites of each segment. Subcompacts accounted for 12.47 percent of July registrations, up 0.12 of a point. Imports were up 5.95 points to 30.12 percent.

Largest decline was suffered by the standard-size cars, which were down 2.86 points to 11.03 percent of total July registrations. Surprisingly, the compact segment was down 1.66 points to 21.18 percent.

Intermediates were down 0.48 of a point to 20.96 percent, while the luxury segment was off 0.09 of a point to 4.24 percent.

Registrations by size class in July were: Subcompact, 89,322; compact, 151,701; intermediate, 150,080; stadnard, 79,003; luxury, 30,362, and import, 215,677.

The top 20 domestic nameplates in registrations in July were:

1—Chevrolet Citation	33,009
2—Chevrolet Chevette	27,658
3—Ford Fairmont	22,625
4—Olds Cutlass Supreme	22,004
5—Ford Mustang	19,618
6—Standard Chevrolet	18,125
7—Standard Oldsmobile	17,372
8—Olds Cutlass	16,362
9—Chevrolet Malibu	15,975
10—Buick Regal	15,826
11—Ford Pinto	13,948
12—Buick Skylark	13,786
13—Standard Ford	13,775
14—Chevrolet Monza	12,552
15—Chevrolet Monte Carlo	12,300
16—Buick Century	12,023
17—Standard Buick	11,823
18—Pontiac Sunbird	10,581
19—Plymouth Horizon	9,899
20—Ford Thunderbird	9,628

Nault adds Mercedes

MANCHESTER, N.H.—Nault's Auto World has added the Mercedes-Benz line.

British Chevettes for W. Germany

LONDON.—Chevette becomes the first Vauxhall car to be marketed in volume in Germany when it goes on sale this month through Opel's German dealer network.

The initial order for 2,000 sedans, hatchbacks and station wagons, built at Vauxhall's Ellesmere Port plant, has been augmented by a further order that will mean deliveries of more than 5,000 to German Opel dealers by the end of the year.

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Continued from Page 3

is a one product plant. There's a family type atmosphere. People know each other."

As an example of the quality work, one of every 100 engines is completely torn down, inspected and then reassembled, a 10-day process.

And every engine is hand-built by one worker. After being finished, each one is run for two hours on a test stand before being pronounced ready to go into a car.

• The engine blocks come from a nearby outside foundry. The car bodies are also built by a subsidiary of BL, the British auto firm. They arrive as a shell, with nothing more than an anti-rust undercoat.

Another example of the hand work is the radiator-grille shop. A worker makes two a day by hand and then puts his initial on the back side of the grille.

"Not many people in the world today are willing to put their name on their work," said Frank Reid as he finished one of his radiators.

At the end of the line, one inspector goes over the car for an hour or so. Time is not that crucial because the plant finishes only about 12 a day.

The workers don't look different from workers at other plants in Europe, America and Japan. Many are young. The average age is 30-35. They've got long hair, wear colorful T-shirts.

They earn about $12,000 a year, more than Japanese auto workers but less than American auto workers.

When the car reaches the end of the line, it lacks bumpers and some of the trim. The reason is it's not really finished. It then undergoes a five-day road test. "All the bright work is removed so it won't be damaged in the test," Walton said.

Afterwards, the car is repainted completely, the bumpers and other trim attached. Finally, it is ready to be sent to the customer.

The plant is now swinging into production of the new Silver Spirit model, replacing the Silver Shadow, in production for 15 years.

However, in a departure from the normal automotive practice, the Silver Shadow is still in production, alongside its replacement.

The Silver Shadow will remain in production through the end of the year, with a few hundred still to be finished.

Nelson, the production manager, explained that this was being done to provide an overlap of models — to phase in the new model gradually on the assembly line.

The rarefied $100,000 price level of these cars provides some insulation to the model change.

"The changeover has worked well," Nelson said. "This overlap is an innovation in British industry. By training the workers on the new model while continuing to build the old model we had no loss of productivity."

He also plans to expand the "quality circles" program. "Quality is a way of life here because it is how we maintain our reputation," he said.

The objective now is to provide more "operator control" over quality, he explained. "Inspectors don't improve quality, they only inspect it. So we have ordered that new grinders and other machines have measuring equipment installed so that the operator can change tolerances."

Of course, he admitted, there is some highly automated equipment which can make such adjustments automatically "but we don't have the volume here for that type of equipment."

Despite all the inspectors, however, even Rolls-Royce has the occasional recall campaign. There was one earlier this year involving some hydraulic hoses routed too close to an exhaust system catalyst. The hoses were changed to a new design.

Nelson doesn't own a Rolls because of the cost. "I'd love to buy one — it's a super car," he said. "But I do drive one at least every two weeks because part of my job is checking quality control."

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. statistical report

JULY, '80 VS. JULY, '79

	1980 July	1980 Year	1979 July	1979 Year
AMX Spirit/AMX	3,746	31,909	5,483	29,212
Concord	3,573	30,832	6,646	41,091
Concord Station Wagon	1,011	8,826	1,420	9,543
Eagle 4 WD	932	6,950		
Eagle Station Wagon	1,162	9,996		
Pacer	56	559	223	1,904
Pacer Station Wagon	118	1,264	500	3,822
Matador			32	330
Matador Station Wagon			6	131
Total American Motors Corp.	10,598	90,336	14,310	86,033
Chrysler LeBaron	3,338	31,182	6,986	48,637
LeBaron Station Wagon	595	4,836	908	8,054
Cordoba	3,188	25,464	3,275	28,600
Newport	975	7,455	5,841	32,167
New Yorker	1,096	10,742	2,060	16,893
Total	9,192	79,679	19,070	134,351
Plymouth Horizon	9,899	73,648	11,786	97,944
Voyager			941	5,779
Volare	4,811	39,993	11,482	75,701
Volare Station Wagon	1,167	9,087	3,619	23,909
Fury			165	2,870
Fury Station Wagon			6	128
Gran Fury	1,836	8,360		
Total	17,713	131,088	27,999	206,331
Dodge Omni	8,091	60,705	10,666	82,802
Aspen	4,236	30,031	7,371	50,294
Aspen Station Wagon	1,018	6,779	2,562	18,037
Sportsman			3,019	18,949
Monaco			151	2,738
Monaco Station Wagon			5	99
Diplomat	1,837	15,064	3,125	22,963
Diplomat Station Wagon	316	2,645	466	3,882
Magnum XE/Mirada	2,060	15,628	1,560	12,873
St. Regis	1,630	9,884	3,096	15,718
Total	19,188	140,736	32,021	228,355
Total Chrysler Corp.	46,093	351,503	79,090	569,037
Ford Pinto	11,145	73,567	11,601	85,061
Pinto Station Wagon	2,803	19,949	4,785	34,544
Fairmont	16,202	135,427	20,447	143,922
Fairmont Station Wagon	6,423	47,276	7,116	50,732
Granada	8,003	46,133	11,404	88,872
Club Wagon			3,069	25,058
LTD II	229	2,772	1,726	21,923
LTD	8,969	59,696	15,516	127,223
LTD Crown Victoria	2,547	14,995		
Ford Station Wagon	2,259	16,769	3,846	30,963
Mustang	19,618	144,833	27,871	182,156
Thunderbird	9,628	87,970	15,224	112,300
Total	87,826	649,387	122,605	902,754
Lincoln Continental	2,503	18,651	3,398	39,034
Continental Mark	2,580	22,378	3,037	29,861
Versailles	440	3,563	928	8,028
Total	5,523	44,592	7,363	76,923
Mercury Bobcat	1,802	14,916	3,274	22,139
Bobcat Station Wagon	391	3,253	767	5,770
Zephyr	3,844	39,264	6,767	47,702
Zephyr Station Wagon	1,645	11,527	1,609	11,576
Monarch	2,596	17,022	4,234	34,841
Marquis	1,287	8,463	2,002	15,506
Marquis Brougham	913	7,267	1,558	13,318
Grand Marquis	1,289	11,425	2,195	17,017
Marquis Station Wagon	507	4,654	931	8,035
Cougar/XR7	3,643	37,271	9,099	72,577
Capri	5,332	39,652	8,879	56,387
Total	23,249	194,714	41,315	304,868
Lincoln-Mercury Division	28,772	239,306	48,678	381,791
Total Ford Motor Co.	116,598	888,693	171,283	1,284,545
Buick Skyhawk	379	4,888	1,979	11,179
Skylark	13,786	96,661	11,454	48,324
Century	10,511	69,114	1,538	13,624
Regal	15,826	104,560	22,510	148,735
Century Station Wagon	1,512	10,046	2,385	16,138
LeSabre	2,756	16,427	2,334	16,981
LeSabre Limited	3,697	29,666	6,376	50,186
Electra 225	4,594	32,988	5,279	47,818
Buick Station Wagon	776	6,113	1,180	9,867
Riviera	3,384	22,949	4,146	31,970
Total	57,221	393,412	58,881	394,822
Cadillac deVille	7,621	58,068	11,131	95,040
Fleetwood & Chassis	2,006	16,731	2,174	20,600
Eldorado	3,697	27,847	5,004	37,690
Seville	2,196	21,232	2,742	24,859
Total	15,520	123,878	21,051	178,189
Chevrolet Chevette	27,658	222,122	38,782	223,870
Camaro	10,313	72,988	18,505	134,164
Monza	12,547	82,813	11,652	78,687
Monza Station Wagon	5	337	1,187	11,317
Citation	33,009	224,324	31,342	141,581
Sportvan			2,871	19,332
Malibu	15,975	113,685	22,238	146,863
Malibu Station Wagon	5,325	37,293	8,690	57,694
Monte Carlo	12,300	92,049	23,293	153,196
Impala	6,514	53,818	14,368	96,617
Caprice	7,582	73,233	13,696	108,575
Chevrolet Station Wagon	4,029	36,737	7,487	55,038
Corvette	3,059	21,176	3,323	23,150
Total	138,316	1,030,575	197,434	1,250,084
Oldsmobile Starfire	275	4,932	1,839	11,833
Omega	7,746	48,552	4,966	22,535
Cutlass Salon	13,482	97,307	4,079	28,104
Cutlass Supreme/Calais	22,004	145,779	37,789	239,624
Cutlass Station Wagon	2,880	18,838	4,754	27,949
Delta 88	1,687	11,874	2,770	20,544
Delta 88 Royale	9,164	64,589	13,310	99,173
98	5,233	37,521	6,326	52,645
Oldsmobile Station Wagon	1,288	10,952	2,759	18,442
Toronado	2,876	20,817	3,719	29,565
Total	66,635	461,161	82,311	550,414
Pontiac Sunbird	10,578	70,859	8,841	53,548
Sunbird Station Wagon	3	53	224	2,199
Phoenix	8,799	56,106	8,235	38,095
LeMans	3,996	31,261	6,719	48,699
LeMans Station Wagon	2,160	15,107	3,802	22,726
Catalina	1,005	8,081	2,129	15,052
Bonneville	4,084	27,854	6,739	47,222
Bonneville Brougham	2,266	20,039	2,946	21,626
Pontiac Station Wagon	856	7,598	1,710	13,827
Grand Prix	8,676	63,173	15,440	103,479
Firebird	6,900	54,295	12,745	98,546
Total	49,323	354,426	69,530	465,019
Total General Motors	327,015	2,363,452	429,207	2,838,528
(Checker)	155	1,830	380	2,541
Miscellaneous Domestic Total	164	2,011	410	2,751
Domestic Station Wagon Total	38,249	289,935	72,624	513,540
Domestic Grand Total	500,468	3,695,995	694,300	4,780,894
Import Total	215,677	1,471,288	221,297	1,384,378
Grand Total All Registrations	716,145	5,167,283	915,597	6,165,272

Registrations not available for Oklahoma.

TOP CARS

U. S. new-car registrations for the first seven months of 1980. Registrations not available for Oklahoma; July registrations delayed for Illinois.

1980 Pos.		Make	1979	Pos.
1—	1,030,575	Chevrolet	1,250,084	—1
2—	649,387	Ford	902,754	—2
3—	461,161	Oldsmobile	550,414	—3
4—	393,412	Buick	394,822	—5
5—	354,426	Pontiac	465,019	—4
6—	344,707	Toyota	265,276	—7
7—	311,240	Datsun	246,382	—8
8—	203,741	Honda	201,759	—11
9—	194,714	Mercury	304,868	—6
10—	148,752	VW	183,902	—12
11—	140,736	Dodge	228,355	—9
12—	131,088	Plymouth	206,331	—10
13—	123,878	Cadillac	178,189	—13
14—	90,336	AMC	86,033	—15
15—	88,728	Mazda	81,276	—16
16—	79,679	Chrysler	134,351	—14
17—	69,812	Subaru	59,382	—18
18—	44,594	Lincoln	76,923	—17
19—	41,155	Fiesta	46,702	—19
20—	37,344	Arrow	——	
21—	34,378	Colt	39,545	—20
22—	29,178	Mercedes	——	
	——	Fiat	36,941	—21
	——	Volvo	31,084	—22
	162,253	Other Imports	192,129	
	2,011	Misc. Dom.	2,751	
	5,167,283	Total All Makes	6,165,272	

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

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Ford, L-M start '81 model year with contests

Continued from Page 3

car objective; 100-109 percent pays $5 per unit and 110 percent pays $12 per unit, retroactively.

There is a fast-start provision from Oct. 3 to Nov. 10. It is based on attaining fast-start objectives for Mustang, Fairmont, Pinto and Fiesta combined.

If the dealership hits its fast-start, the sales managers' payoffs are increased to $3, $7 and $15 per unit, respectively, for each of the percentage of attainment categories. Payments again are retroactive.

674,498 built in September, up 8 pct. over last year

Auto production gains for month

U. S. auto production in September showed a comeback over last year as the auto makers continued to struggle to make up ground lost due to the recession.

In September, 1980, domestic auto production was 674,498, up 8.29 percent from last year's 622,851.

The increase in production for the month was due to a 33.65 percent improvement at General Motors to 481,554 from last year's September total of 360,-299. GM was the only one of the major auto makers to show an improvement.

Ford Motor Co. built 122,196 units during September, down 18.96 percent from the 150,787 assembled in the same month in 1979. Chrysler Corp. assembled 52,918 cars last month, a drop of 27.99 percent from the 73,491 production from the same month a year ago. American Motors built 14,746, down 28.72 percent from the 20,688 assembled in September, 1979.

Volkswagen of America was down for most of September because of the model changeover, resulting in total September production of 2,717 cars, down 84.23 percent from the 17,230 assembled in 1979.

Checker built 367 cars in September, an increase of 3.09 percent over the 356 units built last year for the month.

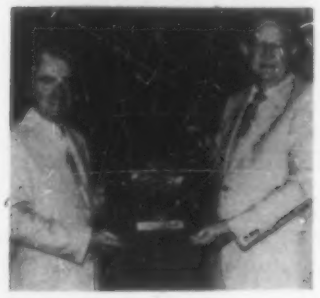
Last week's auto production of 143,067 was up 5.80 percent from the previous week's 134,-765, but still down 13.44 percent fro mthe 165,285 built in the same week .n 1979.

All Chrysler assembly plants worked last week and will also operate this week. Overtime is scheduled this week with Newark working nine-hour shifts, Monday through Friday.

GM increased its production to two shifts last week at its Janesville (full-size Chevrolet) plant. The move added 800 workers.

Ford was down last week at Kansas City (Fairmont/Zephyr). San Jose (Mustang/Capri), also down last week, remains down this week. The move has temporarily idled 900 hourly workers.

Saturday overtime was scheduled at GM's Tarrytown and Oklahoma City plants last week.



Huckabay cited

J. L. Huckabay, right, Huckabay Chevrolet, Inc., Dade City, Fla., is handed his 25-year Chevrolet dealer award by R. L. Bresnahan, Jacksonville zone manager.

Manufacturing operations restructured by Chrysler

Continued from Page 3

ing that plant for K-car production this model year and closing it would leave Newark as the sole K-car source unless another of Chrysler's plants was switched to that production.

Closing the Detroit operations would leave Belvidere (Omni/Horizon) and St. Louis (LeBaron/Diplomat/Caravelle) to choose from for a production switch.

Chrysler also has a truck assembly plant in Warren, Mich.

According to a UAW source, the union feels Chrysler will sell off its parts plants to vendors, who would, in turn, sell parts back to Chrysler. He said this could provide a cheaper route for Chrysler, especially if the vendors operate non-union shops.

Chrysler spokesman said the company would not comment on any speculation.

UAW Vice President Marc Stepp said last week Chrysler may sell four Detroit area parts plants to generate cash flow. Following that report, a State Senate committee said it plans hearings in November to attempt to force public debate on any Chrysler decisions that could affect jobs in southeastern Michigan.

UAW officials have already met with Detroit Mayor Coleman Young and Vice President Walter Mondale to discuss the possible Chrysler closings.

VW-Oldsmobile deal closing in Boston area

BOSTON. — Morrissey Volkswagen - Oldsmobile, of Quincy, largest VW dealer on the South Shore below Boston, has announced it will close its doors Sept. 1.

This will be the third dealership in Quincy, a Boston satellite city of 95,000, to close within recent months. And it is the sixth dealership on the South Shore to give up the ghost in the past year.

Canadian output: Cars are down; trucks are up

While the Canadian auto makers continued at a depressed production rate, the truck makers were moving ahead in an attempted comeback as the 1980 model year ended last month.

Auto production in September was 72,956, off 3.09 percent from the 75,211 built in September, 1979, and the lowest for the month since the 68,336 completed in 1970.

Truck output is improving as the makers showed an increase of 5.72 percent to 48,375 built in September, 1980 from the 45,-606 assembled last year.

Planned auto output last week was 16,190, down 24.48 percent from the 21,439 completed the previous week and down 6.39 percent from the 17,296 assembled in the year-ago week.

Truck production was scheduled at 12,745 units last week down 9.06 percent from the previous week's 14,015 and up 14.10 percent from the 11,170 completed in the year-ago week.

Truck production for month down 25 pct. from '79

U. S. truck makers continued to slash production as the 1980 model year ended with the September total hitting the lowest point for that month since 1966.

In September, the industry assembled 132,902 trucks, down 25.01 percent from the 177,235 built in the same 1979 month. In September, 1966, the makers completed 125,521 units.

The September total was not the lowest for the model year. In August, the makers built 83,-076 units during the changeover period.

All the truck makers showed a fall in production for the month with American Motors General showing the greatest percentage drop. That company's output, which includes government - destined vehicles, was off 72.39 percent from 1,804 last year to 498.

General Motors dropped 39.53 percent to 46,998 from 77,719 a year ago; Ford Motor Co., 12.57 percent to 51,352 from 58,732; Chrysler Corp., 0.52 percent to 12,336 from 12,400; AMC Jeep, 11.19 percent to 9,605 from 10,-815; International Harvester, 19.20 percent to 7,794 from 9,742; miscellaneous, 18.08 to 2,520 from 3,076 and Mack, 45.57 percent to 1,604 from 2,947.

Volkswagen of America built 195 trucks in September but had not begun production of those vehicles a year ago.

Scheduled output last week was 41,316 up 2.88 percent from the 40,160 built the previous week but down 20.67 percent from the 52,084 assembled in the comparable 1979 week.

Chrysler said it will close its Warren truck plant today (Oct. 13) for one week to balance inventories. The move will idle 3,800 hourly workers.

No overtime was scheduled throughout the industry.

U. S. CAR PRODUCTION

	Week Ended Oct. 11, 1980	Same Week 1979	Week Ended Oct. 4, 1980	Sept. Totals	Jan. 1, to Oct. 13, 1979	Jan. 1, to Oct. 11, 1980
AMERICAN MOTORS	3,500*	4,750*	3,500*	14,746*	138,283	135,368*
Eagle						
Concord						
'78 AMX						
Hornet						
Spirit						
CHRYSLER CORP.	18,770	19,067	17,529	52,918	736,176	472,058
Plymouth Total	8,720	7,725	8,785	24,816	297,413	216,311
Horizon	3,500	3,608	3,626	14,423	135,001	125,948
Volare		3,717			152,739	51,740
'80 Gran Fury	120	156	61		2,356	13,492
Caravelle	100	244	107	488	7,317	5,065
Reliant	5,000		4,991	9,905		20,066
Chrysler Total	2,500	3,292	1,799	5,868	153,540	61,593
Chrysler	1,200	726	496		69,817	13,212
LeBaron	1,300	2,566	1,303	5,868	83,723	48,381
Dodge Total	7,550	8,050	6,945	22,234	285,223	194,154
Omni	2,600	3,204	2,494	11,393	118,194	106,466
St. Regis	300	225	137		22,834	11,161
Diplomat	750	1,470	761	2,844	39,974	23,788
Aspen		3,151			104,221	36,899
Aries	3,900		3,553	7,997		15,840
FORD MOTOR	28,585	31,904	23,653	122,196	1,710,265	969,325
Ford Division	19,939	21,172	15,800	82,342	1,140,804	697,071
Pinto		3,364			149,876	68,179
Mustang II/Mustang	4,255	7,737	1,384	20,113	310,354	187,706
Fairmont		3,267	2,896	11,918	169,326	170,847
Granada	4,370		3,964	13,677	120,056	74,915
LTD II					22,746	
Thunderbird	3,197	5,436		11,041	224,629	93,870
Ford	2,436	1,368	2,097	7,768	143,817	71,151
Escort	5,681		5,459	17,825		30,403
L-M Division	8,646	10,732	7,853	39,854	569,461	272,254
Mercury Total	7,718	7,046	6,181	32,895	444,463	237,443
Bobcat		700			39,469	12,445
Capri	1,201	2,998	274	5,851	91,503	55,297
Zephyr		613	966	4,269	50,611	55,914
Monarch					51,984	16,409
Cougar/XR7	3,107	2,735	1,774	11,494	122,853	46,201
Mercury	1,292		1,312	5,491	88,043	41,071
Lynx	2,118		1,855	5,790		10,106
Lincoln Total	928	3,686	1,672	6,959	124,998	34,811
Lincoln	705	1,850	608	2,958	61,881	14,581
Versailles					10,234	1,861
Mark VI	223	1,836	1,064	4,001	52,883	18,369
GENERAL MOTORS	87,579	103,938	86,853	481,554	4,162,074	3,200,831
Buick Division	14,912	16,431	15,315	202,075	610,323	609,979
Skyhawk		565			19,308	
Skylark/'79-'80	4,147	3,491	3,985	15,999	94,436	172,945
Century	3,921	1,975	3,454	13,839	46,204	132,364
Regal	3,319	4,804	4,306	17,343	210,300	158,313
Buick	2,605	4,200	2,640	11,257	205,921	112,928
Riviera	920	1,395	930	3,637	44,154	33,429
Cadillac Division	4,609	6,904	4,205	17,558	276,765	152,588
Seville	640	1,252	835	3,793	35,384	26,441
Cadillac	2,724	4,629	2,112	8,620	186,812	85,235
Eldorado	1,245	1,023	1,258	5,145	54,569	40,912
Chevrolet Division	37,528	46,941	37,523	155,306	1,859,671	1,386,490
Chevette	9,040	9,167	9,225	37,772	334,831	368,062
Monza	2,780	3,871	2,829	12,574	127,442	132 168
Camaro	2,184	4,646	2,200	10,426	217,292	96,301
Nova/Citation	10,779	7,525	9,974	34,736	233,124	365,859
Malibu	5,810	8,345	6,198	28,605	321,554	208,913
Monte Carlo	3,535	4,613	3,826	17,883	189,226	87,551
Chevrolet	2,400	7,811	2,387	9,951	378,340	92,967
Corvette	1,000	963	884	3,361	38,682	34,669
Oldsmobile Division	16,435	18,691	15,578	52,577	822,445	593,985
Starfire		571			16,903	
Omega/'79-'80	2,344	1,456	2,313	7,984	39,713	90,946
Cutlass	8,361	10,870	7,689	22,287	426,806	297,125
Oldsmobile	4,890	4,823	4,782	20,348	297,062	177,174
Toronado	840	971	794	1,958	41,961	28,740
Pontiac Division	14,095	15,016	14,232	54,306	592,870	457,789
Acadian†	240	145	198	1,361	14,353	16,527
Sunbird	3,620	2,619	3,683	14,485	82,636	117,348
Phoenix/'79-'80	3,224	2,108	3,178	10,170	64,665	112,365
Firebird	2,016	3,639	1,615	6,088	161,423	62,671
LeMans	2,015	1,865	1,680	6,373	73,737	47,087
Grand Prix	2,045	2,272	2,929	11,609	74,769	55,892
Pontiac	935	2,368	949	3,950	121,287	45,899
VOLKSWAGEN	4,550	5,464	3,147	2,717	132,187	151,244
CHECKER	83*	116	83	367	2,823	2,417
Total Cars, U. S.	143,067	165,285	134,765	674,865	8,126,358	4,931,243

CANADIAN CAR PRODUCTION

	Week Ended Oct. 11, 1980	Same Week 1979	Week Ended Oct. 4, 1980	Sept. Totals	Jan. 1, to Oct. 13, 1979	Jan. 1, to Oct. 11, 1980
CHRYSLER CORP.	2,400	3,552	2,409	9,706	98,936	58,182
FORD MOTOR	1,808	3,682	7,070	19,995	233,406	198,454
GENERAL MOTORS	11,765	9,890	11,759	42,434	441,756	383,420
VOLVO	217	174	201	821	6,616	7,767
Total Cars, Canada	16,190	17,296	21,439	72,956	780,716	647,823
N. American Cars		182,581			7,644,344	
N. American Trucks	54,061	63,254	54,175	181,435	3,130,054	1,597,665
North American Cars and Trucks		246,109			10,774,398	

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

TRUCK PRODUCTION IN U. S.†

	Week Ended Oct. 11, 1980	Same Week 1979	Week Ended Oct. 4, 1980	Sept. Totals	Jan. 1, to Oct. 13, 1979	Jan. 1, to Oct. 11, 1980
CHEVROLET	11,850	17,798	10,584	34,405	825,284	345,177
DODGE/PLYMOUTH	3,000	3,974	3,187	12,336	282,755	105,788
FORD	16,985	17,641	17,075	51,352	904,227	433,722
GMC	3,781	5,318	3,912	12,593	281,165	123,927
INTERNATIONAL	1,985	2,840	1,963	7,794	107,906	51,257
MACK	425	753	406	1,604	29,431	18,509
JEEP	1,900*	2,500	1,900*	9,605	120,990	60,875*
AMC CORP.	190*	450	190*	498	19,605	6,054*
VOLKSWAGEN	650		393	353		21,421
MISCELLANEOUS	550*	800	550	2,520	32,850	30,225
Total Trucks, U. S.	41,316	52,084	40,160	133,060	2,531,425	1,196,955

CANADIAN TRUCK PRODUCTION

	Week Ended Oct. 11, 1980	Same Week 1979	Week Ended Oct. 4, 1980	Sept. Totals	Jan. 1, to Oct. 13, 1979	Jan. 1, to Oct. 11, 1980
CHRYSLER CORP.	1,600	1,298	2,004	7,007	46,765	39,559
FORD MOTOR	4,628	3,758	5,148	19,953	184,801	144,502
GENERAL MOTORS	6,190	4,841	6,531	19,548	230,504	189,889
AMERICAN MOTORS		848			44,506	11,644
INTERNATIONAL	295	380	301	1,723	16,254	13,410
MACK	32	45	31	144	3,011	1,706
Total Trucks, Canada	12,745	11,170	14,015	48,375	255,841	400,710
N. American Trucks	54,061	63,254	54,175	181,435	2,787,266	1,597,665

†—Now includes window van production. *—Estimated.

Jeep includes commercial vehicles only. AM General includes government-destined vehicles.